

Instructors: Sean Miller, Marian DiPerna, Amy Blue

Class days & time: Online

Course Description: This online course will provide students with the knowledge and information to open and maintain a successful alternative healthcare practice. Students will develop skills such as, marketing, business planning, business management, state laws and regulations, as well as, massage ethics.

Chapter	Topic	Reading Assignments	Assignments
1 & 2	Setting the Foundation; Self Employment, Goal Setting, & Strategic Planning	Chapter 1 – 2 Business Mastery <i>Sohnen-Moe</i>	<ul style="list-style-type: none"> - 2 video study guides from online platform - Ch2 goal setting assignment - 2 exercises from Ch1 and Ch2
3	Success Strategies; Self-Management, Time Management, & The Art of Risk Taking	Chapter 3 Business Mastery <i>Sohnen-Moe</i>	<ul style="list-style-type: none"> - 2 exercises from Ch3
4	Career Longevity; Avoiding career burnout	Chapter 4 Business Mastery <i>Sohnen-Moe</i>	<ul style="list-style-type: none"> - 1 Video study guide from online platform - Preventing Burnout Assignment - 1 Exercise from Ch4
5	Conscious Business; Ethics, Professionalism, and Social Responsibility	Chapter 5 Business Mastery <i>Sohnen-Moe</i>	<ul style="list-style-type: none"> - 2 study guides from online platform - 2 Exercise from Ch5
6	Therapeutic Communications; Communication Fundamentals, Client Interaction, Client Retention, & Building Professional Alliances	Chapter 6 Business Mastery <i>Sohnen-Moe</i>	<ul style="list-style-type: none"> - 2 Study guides from online platform - 1 Exercise from Ch6
7 - 9	Resume Writing and Work Settings; Understanding the basic concepts of resume writing and information organization	Chapters 7 - 9 Business Mastery <i>Sohnen-Moe</i>	<ul style="list-style-type: none"> - Interview Assignment - Resume Writing Assignment
10	Business Start-Up; Research, Legal Structure, Business Name, Location, Licenses & Permits	Chapter 10 Business Mastery <i>Sohnen-Moe</i>	<ul style="list-style-type: none"> - Business Start-up Assignment - 2 exercises from Ch10

Chapter	Topic	Reading Assignments	Assignments
11	Writing the Plan; Creating a Dynamic Business Plan: The Fundamentals	Chapters 11 Business Mastery <i>Sohnen-Moe</i>	- Business Plan Assignment (To be discussed in detail during in person class session.)
12	Business Management; Policies and Procedures, Insurance Reimbursement	Chapter 12 Business Mastery <i>Sohnen-Moe</i>	- Policies and Procedures Manual Assignment - (To be discussed in detail during in person class session.)
13	Taking Your Practice to the Next Level; Adding Value, Services, and Products	Chapter 13 Business Mastery <i>Sohnen-Moe</i>	- Retail and People Management Assignment
14	Financial Management; Bookkeeping, Taxes, Barter, Selling a Practice, & Retirement Planning	Chapter 14 Business Mastery <i>Sohnen-Moe</i>	- Financial Management Assignment
15-16	Marketing; Marketing Plans, Marketing Schedules, Advertising, Publicity, Branding, & Community Relations	Chapters 15 & 16 Business Mastery <i>Sohnen-Moe</i>	- 2 Exercises from each of the following chapters; Ch15 & Ch16 - Marketing Assignment
17	Client Retention; Beyond Customer Service	Chapter 17 Business Mastery <i>Sohnen-Moe</i>	- 1 Exercise from Ch17 - Client Retention Assignment
Web	Washington State Massage Laws & Jurisprudence Exam	WA WAC's and RCWs for Massage Therapy	- Jurisprudence Exam (See online Platform)

Required Texts & Supplies:

- Business Mastery – *Cherie M. Sohnen-Moe*

Course Objective:

In this course students will learn to identify components of a successful business, formulate a business plan or outline an employment strategy, including short and long-term goals related to the students' professional goals. Students will also learn to implement and maintain various marketing, financial, and professional strategies to encourage a thriving massage practice.

Learning Activities:

This is a lecture format course that utilizes both auditory and visual learning models to facilitate optimal learning habits. Every class presentation will utilize Power Point as well as analytical thinking exercises to encourage problem solving and deductive thought processes.

Grading Policy:

Grades are given for all lecture and practical courses. Students must maintain a 3.0 to remain in academic good standing and must maintain at least a 2.0 to proceed to the next term.

An academic warning will be issued to students who begin to show a pattern of low academic scores on coursework and exams. A written warning will be issued by course instructor to be acknowledged and signed by the at-risk student. Failure to increase subsequent exam and / or assignment scores will result in an academic probationary period.

The letter grading system for the professional licensing program is as follows:

Letter Grade	Percentage	GPA
A	100 – 95%	4.0
A-	94.9 – 95%	3.7
B+	89.9 – 87%	3.3
B	86.9 – 83%	3.0
B-	82.9 – 80%	2.7
C+	79.9 – 77%	2.3
C	76.9 – 73%	2.0
C-	72.9 – 70%	1.7
D+	69.9 – 67%	1.3
D	66.9 – 63%	1.0
D-	62.9 – 60%	0.7
F	60% - Below	0.0

I = Incomplete

W = Withdrawal

P = Pass

F = Fail

Point Breakdown:

Homework:

(20)	Lecture Assignments	200 points
(8)	Chapter Assignments	160 points
	Business Plan	200 points
	Resume	100 points

Examinations:

Total Possible Points:

660 Points

Attendance Policy:

Northwest Academy for the Healing Arts is committed to the educational and professional success of our students. Therefore, regular attendance is required for students to proceed to the next term. Cumulative absences must not exceed 10% per term.

- Attendance is recorded daily in 15 minute increments.

Students may qualify for an excused absence if documentation is provided proving serious illness, personal emergency, or family birth. However, to be considered for an excused absence students must notify the academy within a reasonable timeframe.

Students granted an excused absence will be responsible for arranging all make-up exams and homework assignments with their instructors.

- **All exams are to be taken on scheduled examination days.**

Make-up Policy:

Students will only be eligible to make-up a missed written or practical exam if they inform the instructor of their absence at least 48 hours prior to the date of the exam. Students who fail to give prior notice to the instructor will not be eligible to make-up the exam.

Students missing exams due to an emergency may appeal to make-up the exam. However, formal documentation must be provided regarding the nature of the emergency.

Students will be responsible to pay a \$25.00 fee for all make-up exams.

Classroom Policies

Classroom Conduct

Students are expected to conduct themselves in an appropriate and professional manner at all times. Any student who fails to adhere to classroom guidelines set forth by the school director and faculty will be subject to disciplinary action or dismissal.

Dress and Attire

Northwest Academy for the Healing Arts is a professional training institution therefore we expect that all students come dressed in appropriate professional attire that is clean, neat, and in good repair. Specific information and guidelines about appropriate attire will be discussed by instructors in class.